



**PROFESSIONAL ASSOCIATION FOR SQL SERVER**  
The Definitive Global Community for SQL Server Professionals

# SQL Server 2005

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SQL Server  
Microsoft Corporation

Microsoft®  
**SQL Server™** 2005

 Microsoft®  
**Visual Studio™** 2005

Microsoft®  
**BizTalk Server** 2006

# Launch – Nov. 7th

[msdn.microsoft.com/launch2005](http://msdn.microsoft.com/launch2005)

# ***announcing***

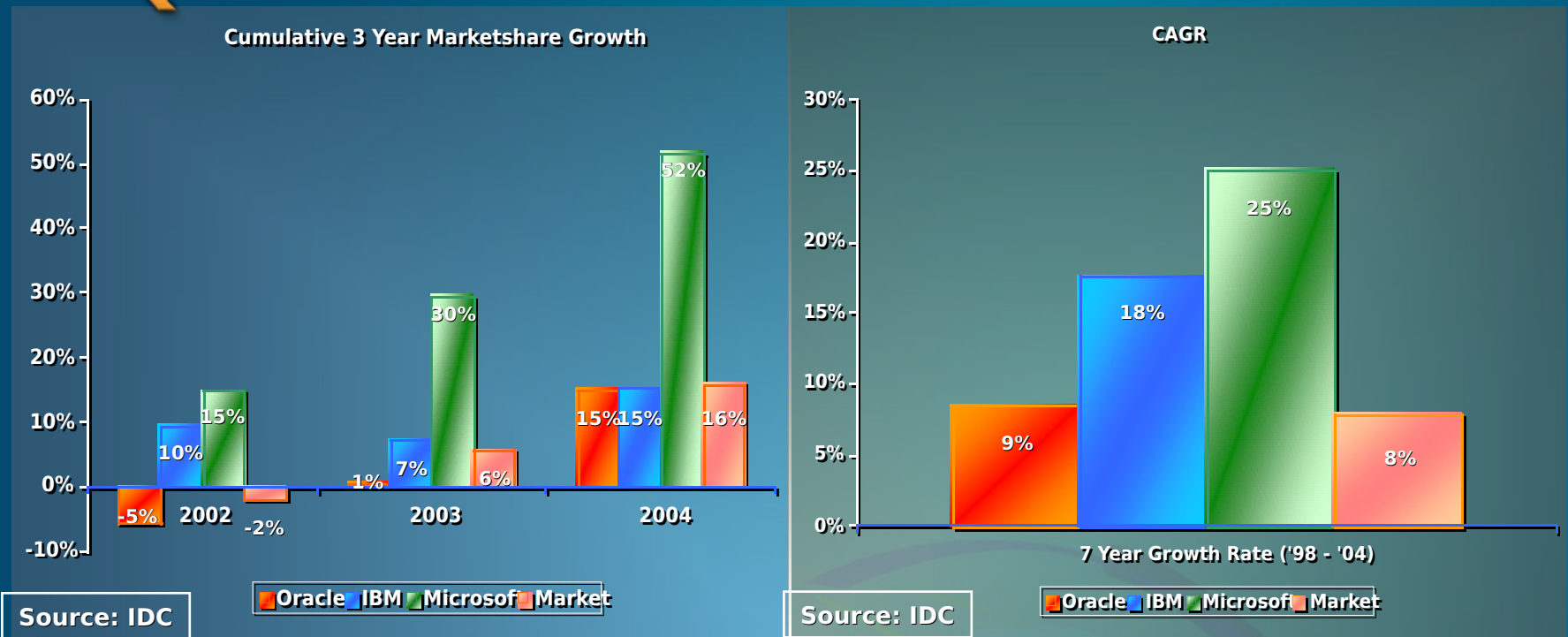
**San Francisco,  
CA**

- Free for all PASS 2005 attendees
  - Voucher in conference bag

SQL Server 2005  
September CTP  
(in booth)

Microsoft®  
**SQL Server™** 2005  
Standard Edition

# SQL Server Market Leader

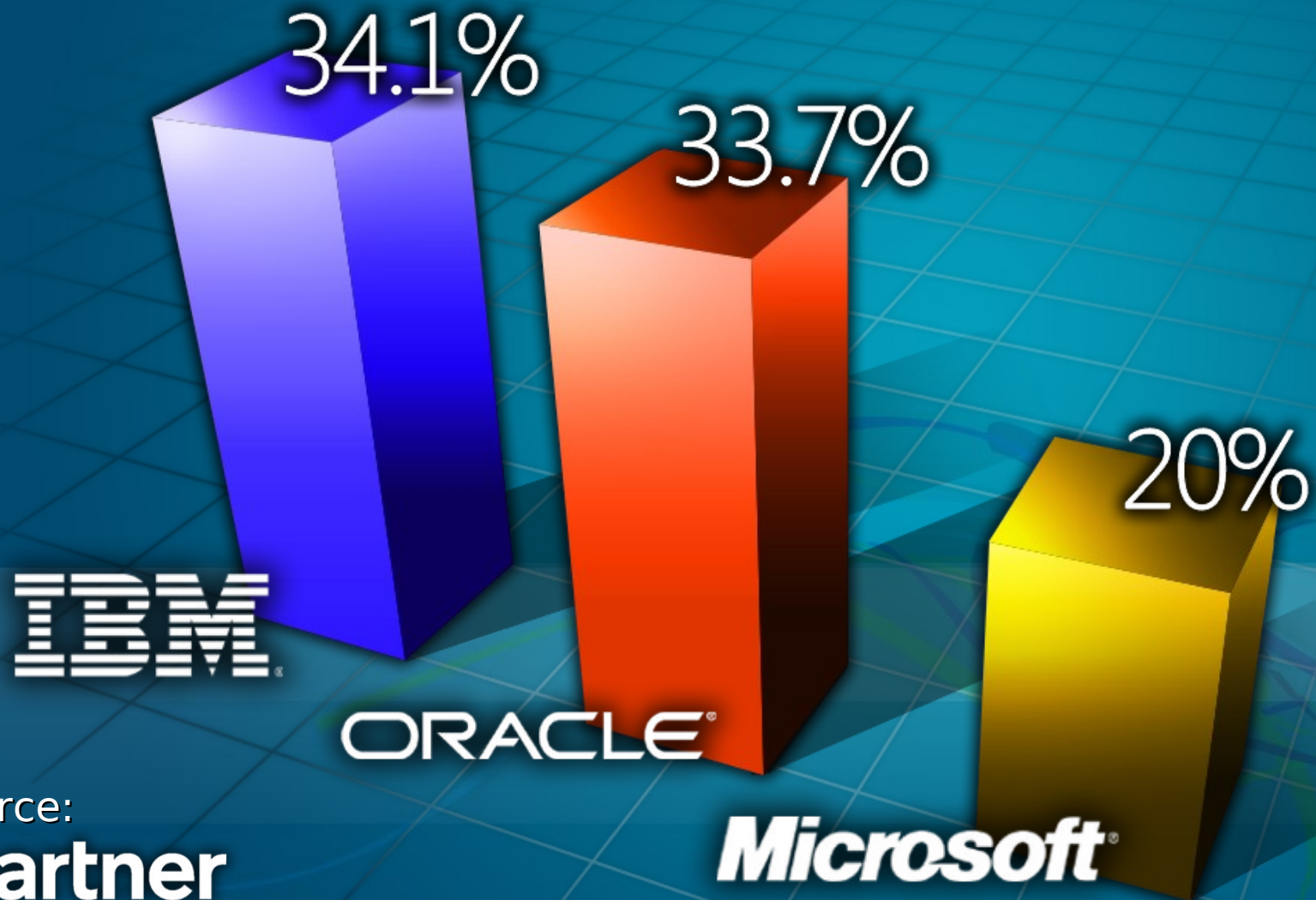


## SQL Momentum

- +22% Y/Y Growth ('03 - '04)
- +52% Cumulative Y/Y Growth ('02 - '04)
- 25% CAGR - 7 years

# The Database Market

Revenue Share



Source:

**Gartner**

**Microsoft**



# The Database Market

Unit Share, Enterprise

Source:



**IBM**



**ORACLE**



**Microsoft**



# Running Microsoft today

## "Eating Our Own Dog Food"

### Running Microsoft today

70+ Microsoft IT applications live TODAY

- SAP R/3 Deployment, 1.7 TB
- Staging DW for all Microsoft data
  - 2 TB of Data, 1800+ Tables, 500 subscribing systems
- Sales Revenue Reporting and BI
  - 9,000 users, 25,000 reports per week

7 Customers live in production TODAY

- 25+ Customers in production by RTM

Microsoft  
**SQL Server** 2005



# SQL Server Winter Corp Top Ten 2005

- 50 Terabyte-size SQL Server nominations
  - Including 6 SQL Server 2005 qualified entries
    - Barnes & Noble + 5 Microsoft IT entries
  - 60% of all SQL Server entries are over 2 TB
    - 25% are over 4 TB
  - 43 SQL Server entries over 1 TB, 25% of all survey entries
- 3rd largest OLTP database in the world, by rows
  - Verizon Communications COFEE @ 52 Bil rows
  - More rows than any OLTP Oracle database in the survey!
- 6th, 7th & 10th largest OLTP databases in the world by volume, run on SQL Server
  - Aim Healthcare @ 8.1 TB
  - Verizon @ 7.8 TB
- 8th largest DW database in the world
  - UPSS: Unisys Payments Services & Solutions @ 19.5 TB

# SQL Server OLTP Databases

## SQL Server Winter Corp TB+

### Top SQL Server OLTP Databases



8.1 TB



1.5 TB



7.8 TB



1.3 TB

Anonymous

6 TB



1.3 TB



4.5 TB

Anonymous

1.3 TB



3.9 TB



1.3 TB



2.9 TB



1.3 TB



2.8 TB



1.1 TB



2 TB



1 TB



# Microsoft® SQL Server™ 2005

## Enterprise Data Management

- High availability for enterprise applications
- Key security and performance features
- Focus on self manageability and optimization

## Developer Productivity

- Integration with Visual Studio and .NET
- Native XML technology
- Interoperability via Web Services

## Business Intelligence

- Integrate and Transform Data
- Analyze, Store and Mine Data
- Report and Interact with Data

# Microsoft® SQL Server™ 2005



- R** – Reference  
**E** Implementation  
**A** – End to End  
**L** – At Scale  
– Lots of Users

# Barnes & Noble

## Data Warehouse

BARNES&NOBLE

- B&N is the **World's Largest Bookseller**
  - 800+ stores (plus [www.barnesandnoble.com](http://www.barnesandnoble.com))
  - Sales of \$4.9 billion in 2004
- With a **large data warehouse**
  - 10.1 Billion rows - 2 TB relational data
    - 3 years sales data, 1 year inventory data
  - 8.5 million new rows per day
  - Sales and Inventory data in four subject areas
- For Project **REAL**
  - We have an actual copy of this data warehouse
  - Plus: We have 90 days of incremental updates



# About: Project REAL

- BI Reference Implementation
  - Based on B&N data and business scenario
  - Used to generate best practices information
  - Proof point that SQL Server 2005 BI tools are ready for you!

- See us in the Microsoft booth

- Talk to the people who made it happen

- Learn what our partners

<http://www.microsoft.com/sql/ProjectREAL>

- See the system running live!

**Microsoft**

**UNISYS**

Imagine it. Done.

**ProClarity**

**EMC<sup>2</sup>**

where information lives

**SCALABILITY**  
**EXPERTS**

**PANORAMA**  
BUSINESS INTELLIGENCE SOFTWARE

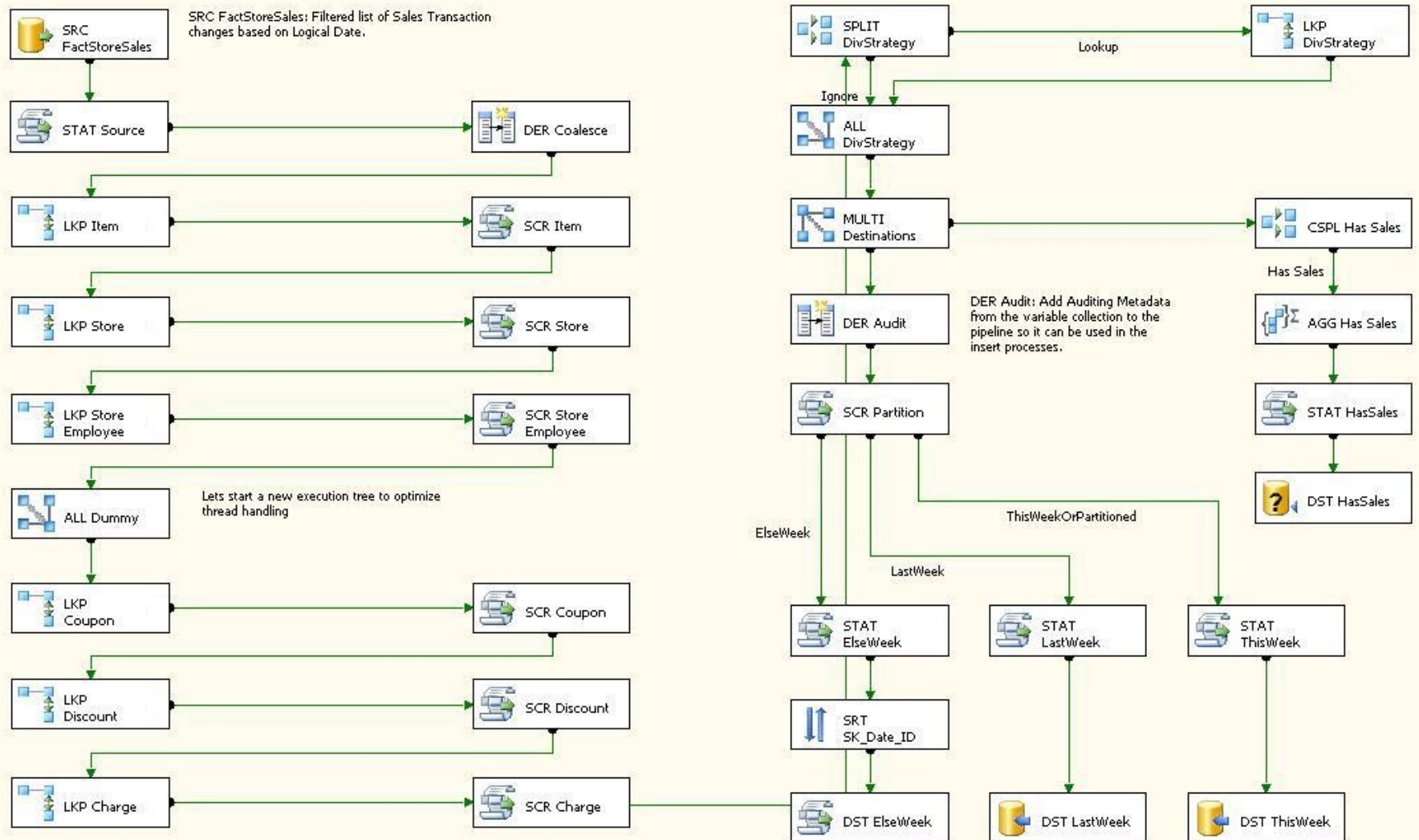
**EMULEX**  
We network storage

**intellinet.**



**DATA TECHNOLOGIES<sup>SM</sup>**

# B&N Daily Sales Updates



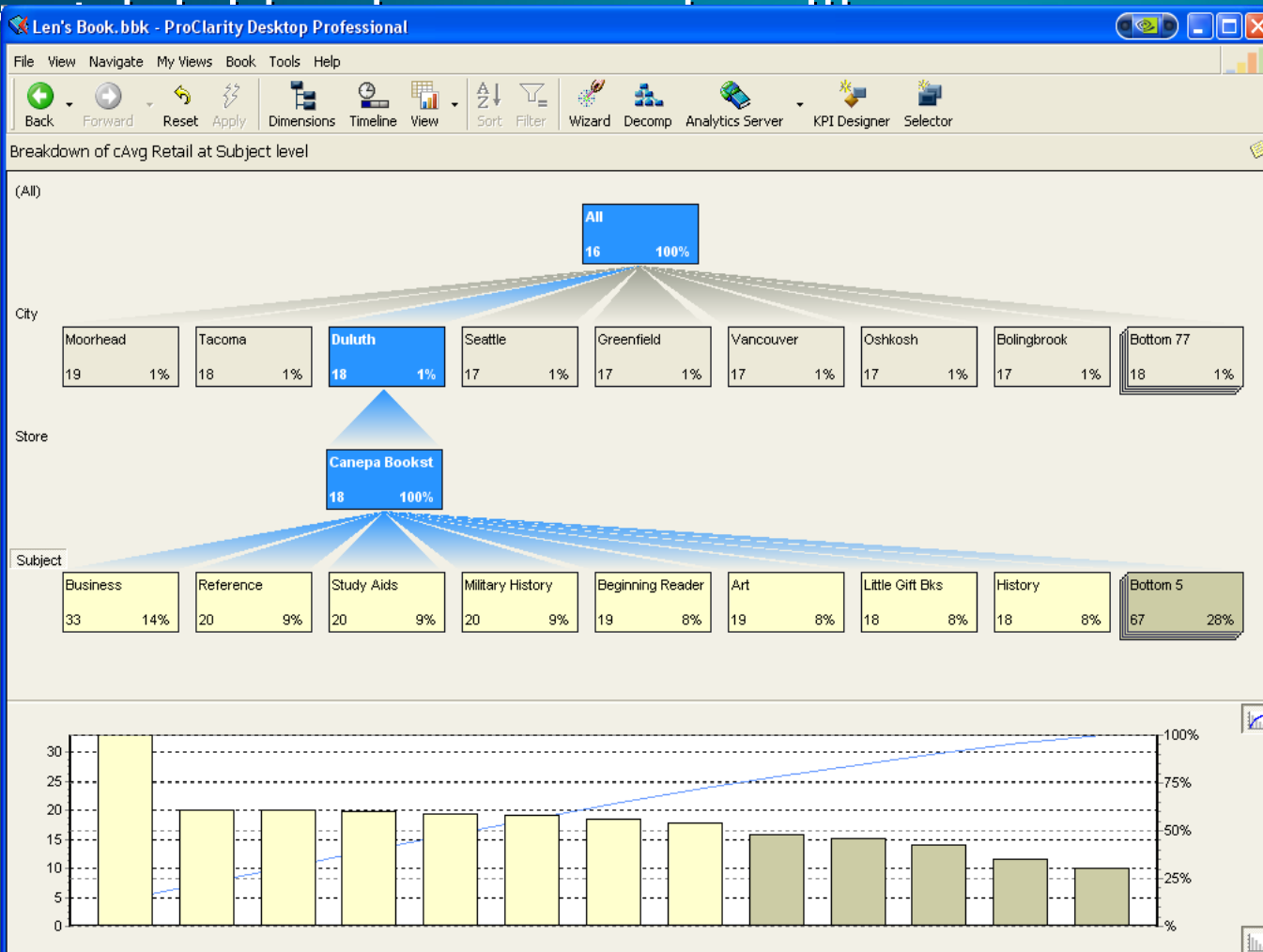
# What If We Ran That Package Right Now?

- We have a Server on the show floor
  - Unisys ES7000 (64-bit)
    - 16-processor machine
    - 32 GB memory
  - EMC Clariion SAN (18 TB)
- Full B&N data warehouse (masked)
- Sales data for Dec. 23, 2004
  - Christmas Season Rush!!!
  - 3.7 million rows



# And, Just For Fun...

- Let's also have 100 emulated users doing interactive queries
- No...



Microsoft®  
**SQL Server** 2005

Project REAL



# DEMO

How long will it take to process  
3.7M rows while processing 100  
interactive users???



# ***Microsoft***<sup>®</sup>

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